



WPTV

## ORDER

Print Date 10/15/12

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Flight Dates 10/12/12-10/26/12

Contract / Revision 314495 / Makegood Schedule

Original Date / Revision 10/11/12 10/11/12 Agency Com 15%

Billing Contact

Advertiser Frankel / Democrat / Congre  
1580 Lincoln Street  
Suite 510  
Denver, CO 80203

Agency Media Strategies and Resea

Buying Contact

1580 Lincoln Street  
Suite 510  
Denver, CO 80203

Sales Office WPTVN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Cheryl Beers

Account Executive	Order%	Start Date	End Date
Cheryl Beers	100%		

Order Share 100% Market Value 30675

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	21	\$26,073.75	\$30,675.00	0.00
Totals	21	\$26,073.75	\$30,675.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/26/12	21	\$26,073.75	\$30,675.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/12/12	10/12/12	Friday Prime A VOICE encore	CM	8-9p	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	----F--		1		\$1,200.00		0.00					
N 2	WPTV	10/12/12	10/12/12	Friday Prime B GRIMM	CM	9-10p	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	----F--		1		\$1,200.00		0.00					
N 3	WPTV	10/15/12	10/15/12	M-F 7-9a TODAY SHOW	CM	7-9a	M-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00



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Contract / Revision    **314495**    Flight Dates **10/12/12-10/26/12**

Hiatus Dates

Original Date / Revision    10/11/12/    10/11/12

Order Sep    00:20:00

Advertiser    **Frankel / Democrat / Congr**    Product **Makegood Schedule**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	10/15/12	10/15/12	M-F 7-9a TODAY SHOW	CM	7-9a	M-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$950.00		0.00			
N 4	WPTV	10/15/12	10/15/12	M-F 10-11a TODAY SHOW III	CM	10-11a	M-----	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$475.00		0.00			
N 5	WPTV	10/16/12	10/16/12	Tuesday Prime A VOICE	CM	8-9p	-T-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$3,000.00		0.00			
N 6	WPTV	10/17/12	10/17/12	Wednesday Prime A ANIMAL/GUYS	CM	8-9p	--W----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$1,200.00		0.00			
N 7	WPTV	10/18/12	10/18/12	Thursday Prime A 30 ROCK/UP ALL NIGHT	CM	8-9p	---T---	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$1,200.00		0.00			
N 8	WPTV	10/18/12	10/18/12	Thursday Prime B OFFICE/PARKS	CM	9-10p	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$1,500.00		0.00			
N 9	WPTV	10/18/12	10/18/12	Thursday Prime C ROCK CENTER	CM	10-11p	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$1,500.00		0.00			
N 10	WPTV	10/19/12	10/19/12	M-F 7-9a TODAY SHOW	CM	7-9a	----F--	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$950.00		0.00			
N 11	WPTV	10/22/12	10/22/12	Monday Prime A VOICE	CM	8-9p	M-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$3,000.00		0.00			
N 12	WPTV	10/23/12	10/23/12	Tuesday Prime A VOICE	CM	8-9p	-T-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$3,000.00		0.00			
N 13	WPTV	10/23/12	10/23/12	Tuesday Prime C PARENTHOOD	CM	10-11p	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,500.00		0.00			
N 14	WPTV	10/24/12	10/24/12	Wednesday Prime B L&O SVU	CM	9-10p	--W----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$1,500.00		0.00			
N 15	WPTV	10/24/12	10/24/12	Wednesday Prime C CHICAGO FIRE	CM	10-11p	--W----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Order Sep    00:20:00

Advertiser    **Frankel / Democrat / Congr**    Product **Makegood Schedule**

Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WPTV	10/24/12	10/24/12	Wednesday Prime C CHICAGO FIRE	CM	10-11p	--W----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$1,500.00		0.00			
N 16	WPTV	10/25/12	10/25/12	Thursday Prime A 30 ROCK/UP ALL NIGHT	CM	8-9p	---T---	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,200.00		0.00			
N 17	WPTV	10/25/12	10/25/12	Thursday Prime B OFFICE/PARKS	CM	9-10p	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,500.00		0.00			
N 18	WPTV	10/25/12	10/25/12	Thursday Prime C ROCK CENTER	CM	10-11p	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,500.00		0.00			
N 19	WPTV	10/26/12	10/26/12	Friday Prime B GRIMM	CM	9-10p	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,200.00		0.00			
N 20	WPTV	10/26/12	10/26/12	Friday Prime C DATELINE	CM	10-11p	----F--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,500.00		0.00			
N 21	WPTV	10/12/12	10/12/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	----F--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$100.00		0.00			
														<b>Totals</b>	<b>21 \$30,675.00</b>